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THE ROLE OF THE SECRETARY IN SOCIALIZING THE AMAN JAKARTA APPLICATION TO PT INDONESIA LEBIH AMAN STARTUP COMPANIES

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ABSTRACT

A secretary is a reflection of a company or office where he works, so a good secretary is a secretary who is able to carry and place himself wherever he is. Always act professionally when dealing with problems. Be friendly to everyone and always ready to help. Apart from that, with the development of increasingly sophisticated technology such as the internet, it is very helpful in the secretary's duties as an information provider. The Safer Jakarta application is an application created by the nation's children's team, PT Indonesia Safer together with the DKI Jakarta Provincial Government, to make people live safer & more orderly with the help of this application. Along with the rapid development of applications in the world and Indonesia, it is time to integrate security applications with Indonesian society. This Safe Jakarta application has several Emergency Button features; Report Button; Safe Community; Important Numbers. The purpose of this writing is to find out the basic role of being a secretary in the company PT Indonesia Safer; to find out the factors that influence the obstruction of a secretary in socializing the Safe Jakarta application; to find out solutions to face obstacles in socializing the Safe Jakarta application.

Keywords: *secretary, communication, socialization, safe jakarta application*

INTRODUCTION

Along with the times and in line with current technological advances, all industries are affected by these changes. The most dominant change is in the job descriptions of each company which are increasingly expanding and do not stick to the basic points of job descriptions according to the department in the company, one of which concerns the role of the secretary. The job of a secretary continues to develop from time to time along with the level of the secretary's position and the duties of the leader. In line with technological advances and high levels of demand, jobs are increasing. Over time, the job of a secretary was initially only to help the leader in the office with correspondence, but in the process up to now the description of the secretary's position has expanded to become broader, not only helping the leader to lighten his work so that the leader can act effectively and efficiently in his duties, but also plays a role in connecting every connection in the office, from the leadership level to the lowest level.

In the current technological era, the secretarial profession in a company is a profession that involves many activities to interact with many people. Therefore, a secretary is always in contact with various kinds of individuals, each of whom has a different background, different social status, different interests, and even different positions. Bearing this in mind, a secretary is required to be able to understand the parties dealing with him. These tasks really require good communication skills so that there are no misunderstandings in conveying information. This is related to his responsibility to maintain the good name of the company.

The role of the secretary is growing wider, such as in technology application startup companies where currently the position of a secretary is required, so the secretary's role is becoming broader and deeper, because in startup companies now many projects are carried out in connection with many parties, so they need someone who plays the role of secretary in the company and liaison to parties inside and outside the company, where the job requires two-way communication which requires the secretary's role to communicate with outside parties so that the communication process can be conveyed well by the parties in contact with each other.

Where in a startup company the role of the secretary is to be a communication channel between all parties who are interconnected and run directly with the company's activities. One type of communication is socializing the startup company's own products, because all sources of information in the startup company run like a structured chain of command, starting from the highest position holder to the lowest position in the company, so the secretary's communication role is very crucial in communication between line up to socializing this to users of the company's application products, the majority of whom have quite extensive connections and positions.

The secretary carries out his duties in his own way and with the knowledge and knowledge he has. When a secretary socializes the company's products to various parties and holds several meetings to discuss the company's application products, the secretary must know and be ready to respond to questions and input regarding the application. A secretary here is required to be able to overcome all problems by multitasking and to be a leader or consumer. Not all employees can do what a secretary does. Leaders also have many activities or jobs that have limits to their ability to complete the work and when leaders have difficulty doing it all, this is where the secretary has a quite crucial role in communication and socialization issues. Therefore,

the author chose the title "The Role of the Secretary in Socializing Jakarta Aman Applications to PT Indonesia Lebih Aman Startup Companies".

Formulation of the problem

Based on the existing problem limitations, the problem formulation in writing this final assignment is:

1. What is the role of the secretary in socializing the Safer Jakarta application to the startup company PT Indonesia Lebih Aman?
2. How does the secretary deal with obstacles when socializing the Jakarta Safe application to the startup company PT Indonesia Lebih Aman?

Writing purpose

The aims of this writing are as follows:

1. To find out the role of the secretary in socializing the Safer Jakarta application to the startup company PT Indonesia Lebih Aman.
2. To find out how secretaries face obstacles when socializing the Safer Jakarta application to the startup company PT Indonesia Lebih Aman.

The benefits of writing

The benefits of this writing are as follows:

1. Can find out the role of the secretary in socializing the Safer Jakarta application to the startup company PT Indonesia Lebih Aman.
2. Can find out how secretaries face obstacles when socializing the Safer Jakarta application to the startup company PT Indonesia Lebih Aman.

RESEARCH METHODS

To obtain the data needed in writing this final assignment, the author uses a writing method, namely through collecting Primary Data in the form of data obtained from primary sources originating from the Company and Secondary Data, namely data that is further processed from primary data or data provided by parties. second. Secondary data is presented in the form of books or media or archives, both published and not generally published.

LITERATURE REVIEW

1. Definition of Secretary

According to Jingga Gemilang (2013:13) secretary comes from the word "Secretum" which in Latin means secret. Then the word "Secretum" changed to the word "Secretarius" in French, "Secretary" in English, finally became the word "Secretaries" in Dutch, and finally entered Indonesia where it was called "Sekretaris" which comes from the word "Secretaries" in Dutch. A secretary is a person, officer or employee who has been given tasks and work related to a matter of confidentiality for a country or company.

According to Nurasih & Rahayu (2014), a secretary can be defined as someone who can be trusted who has a role in assisting the leader in carrying out small parts of the leader's job duties and has a more responsible position.

According to Dr. Durotul Yatimah, M.PD. (2013:29) The term secretary, according to Prayudi Atmosudirdjo in his book Secretary and Office Administration, is taken from the Latin 'secretum', which is 'secret'. In simple terms, a secretary can be interpreted as someone who can be trusted, someone who can keep secrets or as an employee who handles confidential matters (confidential employee).

2. Duties of Secretary

Based on the scope, the secretary's duties can be grouped as follows, namely:

a. Routine Secretary Duties

Being a secretary does have daily tasks that must be carried out. Some of the daily tasks a secretary must do are: Opening letters; Receive leadership dictation; Receive guests; Receive a telephone call; Storing archives or letters; Prepare and create a schedule of leadership activities.

b. Special Duties of the Secretary

Apart from the daily tasks above, as a secretary you also have special duties. The special duties as a secretary that need to be carried out are: Drafting cooperation (relationship) agreements with external agencies; Preparation of confidential letters (confidential); Arranging business meeting events; Buy gifts or souvenirs.

c. Special Duties of the Secretary

As a secretary, you also have special duties that other professions do not have. Some of these special tasks are: Correcting the location or position of stationery, and several equipment needed by the leadership; Acting as a liaison in passing

on various information to relationships; Providing a reminder schedule to leaders to pay contributions or insurance from an agency or agency; Representing someone when receiving financial donations or other activity needs; Checking the results of collecting funds or advances from an agency that are given as funds for welfare; Attend various types of official meetings, as a companion to the leadership during meetings during business meetings; Carrying out inspections of office equipment, which ones should be repaired and additional office equipment and facilities.

3. Role of Secretary

Basically, every professional secretary has the same and important role, namely helping the management's tasks run smoothly. In carrying out these duties, a professional secretary not only communicates with his boss but also with company clients.

According to Nani Nuraini, the role of the secretary is divided into 4, namely: [1] Secretary as Ambassador; [2] the secretary acts as a representative of the company; [3] Secretary as a gateway (as a gateway the secretary must be able to regulate the flow of incoming and outgoing leadership guests, and the secretary has the right to refuse guests who are deemed unfit or should not meet with the leadership); [4] Secretary as Company Housewife (a secretary must be able to oversee the company and be a good example in managing the office).

4. Communication

a. Definition of Communication

The word "communication" comes from the Latin communicare, meaning to participate or inform. Devito said that communication is the behavior of one or more people related to the process of sending and receiving messages. In the process of conveying a message to deducing the meaning of the message, damage (distortion) can occur due to interference (noise).

According to Fauzan, communication is an action by one or more people who sends and receives messages that are distorted by noise, occur in a certain context, have a certain influence, and there is an opportunity for feedback.

Effendy groups based on Harold Laswell's paradigm, an old definition that is cuurently very popular among communication scholars. Laswell's definition of

communication is "Who" says "what" through "what channel" to "whom" with " "what effect" (Who says what in which channel to whom with what effect).

Supratiknya expresses the broad meaning of communication, namely every form of a person's behavior, both verbal and nonverbal, which is responded to by other people. Narrowly, Supolitik further explains that communication is defined as a message sent by someone to one or more recipients with the conscious intention of influencing the recipient's behavior.

b. Communications Process

The condition for the communication process to occur is the availability of communication elements. The elements of communication consist of six things, namely: source; communicator (message conveying communicator); messge (message); channel (channel); communicant (communicant = recipient of the message), and effect (effect/result). The Communication Process is divided into two stages, namely primary and secondary, namely: Primary Communication Process and Secondary Communication Process.

c. Definition of Socialization

In the book Basics of Socialization by Sutaryo, socialization is a process of introducing a system to someone. And how the person determines their response and reaction. Socialization is determined by the social, economic and cultural environment in which the individual finds himself. Apart from that, socialization is also determined by the interaction of experiences and personality. With socialization, humans as biological creatures become cultured humans, capable of carrying out their functions appropriately as individuals and as members of groups.

5. Jakarta Aman Aflications

The Jakarta Aman application is an application created by the nation's children's team, PT Indonesia Lebih Aman together with the DKI Jakarta Provincial Government, to make people live safer & more orderly with the help of this application. Along with the rapid development of applications in the world and in Indonesia, it is time to integrate security applications with Indonesian society. This Safe Jakarta application has several features, namely:

1. Emergency Button

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When in the midst of a disaster, users can use the emergency button feature to get help.

2. Report button

A feature for reporting incidents and public service needs around us by inserting a photo of the incident.

3. Safe Community

Users in the same community group will receive emergency notifications from other users who are in danger.

4. Important Numbers

A feature to get important telephone numbers around the User.

DISCUSSION AND RESULTS

This comprehensive security application company in one application was founded on September 17 2017, the company is called PT Indonesia Lebih Aman which is located in the South Jakarta area. PT Indonesia Lebih Aman is a startup company engaged in the field of wholesale software (Mobile Apps). Muhammad Fardhan Khan (CEO of PT Indonesia Lebih Aman) had the idea to build a startup that offers security applications for everyone. The name of the digital platform is BuddyGuard which is available on Playstore & App Store. The creation of the BuddyGuard application was inspired by a sadistic robbery incident in Pulomas, one of which was triggered by a lack of communication with local neighbors. Especially in big cities, the mobile security system (siskamling) has started to fade and they only rely on security guards who are not necessarily effective. However, it wasn't just the robbery incident in Pulomas that prompted M. Fardhan Khan to establish this startup in mid-2017, there were several other reasons for the establishment of PT Indonesia Lebih Aman, namely: Increased crime, especially in urban areas, lack of awareness or knowledge of security and safety, concern for the system. very scarce environmental security, limited infrastructure and call center resources.

BuddyGuard became the first family and community security application in Indonesia, in less than one year, BuddyGuard reached almost 18K users. Buddyguard is a forum for uniting people in order to reduce crime and has the slogan #PeopleHelpPeople. M. Fardhan Khan as CEO of PT Indonesia Lebih Aman hopes that this application can increase the sense of security in society and make people

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more aware that security can be realized through the active participation of the community itself.

In 2018 the company PT Indonesia Lebih Aman was also a local startup assisted by Indigo Telkom Indonesia. The role of PT Indonesia Safer as a startup fostered by Indigo Telkom Indonesia is also to create products which can later be integrated into Telkom's products so that they can collaborate together to accelerate Indonesia's digital creative industry.

The large number of public complaint portals such as 110 for the police, 119 for medical services, 113 for fire services, and 112 for national emergency services has made Jakarta Aman create a new innovation where, in this application, all emergency call services are collected into one application to form a system. one stop reporting. This of course makes it easier for people who want to report an emergency or non-emergency incident because they don't need to worry about the number of emergency call services. Through the Safe Jakarta feature in the form of an emergency button, the public can use this feature to make emergency calls within 1 to 30 seconds.

1. The Secretary's Role in Socializing the Jakarta Aman Application

In an increasingly advanced world of work, a secretary is needed who is able to help with work in all fields. In order to carry out their functions well, leaders really need the help of a secretary to carry out secretarial tasks, which they cannot do themselves because they are busy. With the help of a secretary, leaders can more easily concentrate on their leadership tasks. Becoming a secretary requires broad general knowledge, has an interest in carrying out the secretarial profession, has special knowledge in certain fields related to work, has skills, thinks creatively, has a good attitude and personality. If a secretary is able to fulfill these requirements, the secretary will be able to carry out his duties and role well.

In the literature review, the definition of secretary has been discussed and concluded, namely someone who works in a company or organization with the aim of helping complete office tasks to achieve predetermined goals. The secretary acts as an assistant to the leader in order to expedite the main tasks so that the leader is able to carry out activities that are his responsibility to manage the company so that it develops and experiences progress.

The role of the secretary in socializing the Jakarta Safe application is very important because it can influence the development of the company. The role of the secretary in socializing the Jakarta Aman application is as a liaison between users

of the Jakarta Aman application product and collaborating companies, to convey and manage information aimed at creating a good image of the company. The following is the secretary's role in socializing the Safe Jakarta application:

a. Presenting the Safe Jakarta Application

This application needs to be disseminated to the public so that later users of the Safe Jakarta application know how to use the application and can use it according to the user's needs. In socializing the Safe Jakarta application, the secretary can do this by:

1) Through Media Assistance

Examples of socialization through the media can be done by holding press conferences or through live broadcasts on social media, and being a speaker at several talk shows related to the theme of public security systems.

2) Inviting the Community Directly

In order to increase downloaders and user activity of the Safe Jakarta application, the public needs to be invited to participate. This aims to let the public know directly about the company and the products the company has.

b. Helping Safe Jakarta Application Marketing

The intended marketing is to introduce the Safe Jakarta application to sustainable parties to achieve company goals. The introduction of the Safe Jakarta application can be done by participating in government or private events in various regions that are in accordance with the Safe Jakarta application. Apart from events, marketing of company products is also carried out by sending letters requesting audiences to related parties to collaborate and establish good cooperation. The secretary must create something interesting so that the public is interested in the Safe Jakarta application.

c. Explaining Company Achievements

Every company must have achievements that have been achieved, whether written or not. In this case, when the secretary socializes the Jakarta Safe application, the secretary must be able to invite and explain that the Jakarta Safe application is different from other competing applications by explaining the company's achievements, namely that it has collaborated with the DKI Jakarta Provincial Government and BPBD (Regional Disaster Management Agency) so that every report Jakarta Aman application users are immediately followed up by

the relevant agencies. If the public knows about this, then the public will download and use the Safe Jakarta application.

d. Problem Solving Process Facilitator

Every activity will definitely have problems, whether intentional or unintentional. The secretary in socializing the Safe Jakarta application must be able to be a facilitator of the problem solving process between the company, related parties and application users in socializing the Safe Jakarta application.

e. Maintaining Good Communication With the Public

Relations with the public will run well if communication is always implemented. In socializing the Safe Jakarta application, the secretary must provide a contact that the public can contact so they can ask questions, argue and provide suggestions. The secretary's role is to respond so that the public can continuously communicate with the company. This aims to maintain good communication with the public. Good communication will have a positive impact on the company.

In this explanation, it can be concluded that the secretary's role in socializing the Safe Jakarta application is as a liaison with company and community relations. In carrying out his role, the secretary must be able to communicate well in order to create cooperation, mutual understanding and respect between both parties. The role of the secretary in socializing the Safe Jakarta application is also very important because it can influence the development of a company in establishing cooperation.

2. **How to Overcome Obstacles When Disseminating the Jakarta Aman Application**

In carrying out his role, the secretary must have expertise. An example is skills in communicating and interacting with other people. However, there are obstacles that arise due to communication problems, namely process obstacles in delivery, physical obstacles, noise and interests. Every problem the secretary faces in carrying out his role in socializing the Safe Jakarta application, there must be a way to deal with it. It is hoped that this method will motivate and encourage the secretary in carrying out his role when socializing the Safe Jakarta application.

Here's how to overcome obstacles when socializing the Safe Jakarta application that arise due to communication problems:

a. Preparation

When starting a job, you need to prepare yourself so that the results of the work you do can be maximized. Likewise with the secretary's work in socializing the Safe Jakarta application. This preparation can be physical, mental and material. Physical preparation, for example, means that before carrying out work, you need to eat food which will later build enthusiasm for work. Apart from that, in order to build self-confidence, a secretary must also look attractive in order to get a good first impression when facing many people. Self-confidence will create a positive mental attitude. Thus, a positive mentality will encourage someone to behave positively too. Material preparation is needed to prepare the material to be presented. The material prepared must be appropriate to what is being done, so that the presentation can run smoothly.

b. Checking Facilities/Media

Before starting to socialize the Safe Jakarta application, the secretary must double-check the facilities/media that will later be used to present the Safe Jakarta application, in order to create smooth work. When checking the facilities that need to be checked, namely loudspeakers and other media related to the presentation. The loudspeakers need to be double-checked to see whether they are really good or not. If the loudspeakers are not good, it is feared that communication will not run effectively and will disrupt the socialization of the Safe Jakarta application. Other media such as projections, laptops and cellphones to demonstrate the Safe Jakarta application. Apart from that, also check the network connection that will be used when socializing the Jakarta Aman application, whether the network connection is stable or not, and prepare wifi or hotspot so that when consumers want to try the Jakarta Aman application directly on the cellphone they are using but the connection they are using is inadequate , then we can help with this problem.

c. Using Indonesian and a good tone of voice

When conducting socialization in front of many people, we are expected to use good Indonesian or standard language to communicate in a good tone, so that the audience can hear and understand the purpose we are conveying.

d. Adding insight

In socializing the Safe Jakarta application, the secretary must have broad insight, both about the company's products and outside the company. This insight can be obtained from reading books, newspapers, watching television, listening to the

radio or browsing. Secretaries really need broad insight, because secretaries deal with many people who come from different backgrounds. So that when there are questions asked by people with different backgrounds and different knowledge, the secretary can answer well.

e. Be Polite and Friendly

Every secretary must be polite and friendly. Good attitudes and speech can make everyone respect the secretary when speaking in front of many people, such as when socializing the Jakarta Safe application. Apart from that, this will also influence the assessment of other parties. A polite and friendly secretary will bring energy and a positive outlook to the company. With this energy and positive outlook, it is hoped that cooperation will be established which will have an impact on the company's progress. If the secretary's behavior is impolite, it will have a negative impact on the company and the company's image will be bad in the eyes of the public, resulting in reduced public participation in supporting the Safe Jakarta application.

f. Able to See the Market Situation

The secretary must not only present what Safe Jakarta is and its features, but must be able to see the market situation. By looking at the market situation, it is hoped that we can find out what consumers want and interests are. The desires and interests of consumers and related parties usually differ from one another, for this reason the secretary must know so that this can be used as an evaluation so that they can collaborate and innovate together.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the discussion regarding the role of the secretary in socializing the Safer Jakarta application to the startup company PT Indonesia Safer, the following conclusions can be drawn.

The secretary's role in socializing the Safe Jakarta application is as a liaison with company and community relations. In carrying out his role, the secretary must be able to communicate well in order to create cooperation, mutual understanding and respect between both parties. The role of the secretary in socializing the Safe Jakarta application is also very important because it can influence the development of a company in establishing cooperation. The secretary's role in socializing the Safe

Jakarta application is: Presenting the Safe Jakarta Application; Helping Safe Jakarta Application Marketing; Explaining Company Achievements; Problem Solving Facilitator; Maintain good communication with the public. When the secretary carries out his duties in socializing the Safe Jakarta application, there are obstacles that arise due to communication problems, namely process obstacles in delivery, physical obstacles, noise and interests. Solutions that can be taken to overcome obstacles when socializing the Safe Jakarta application that arise due to communication problems are: Preparation; Checking Facilities/Media; Using Indonesian and a good tone of voice; Adding insight; Be Polite and Friendly; Able to See the Market Situation.

Some suggestions that the author can give are: The secretary in carrying out his role in socializing the Safe Jakarta application must be able to position himself according to the role that must be carried out. Apart from that, in carrying out his role the secretary must be polite, friendly and responsible so that socializing the Jakarta Safe application runs smoothly and gets satisfactory results. The secretary in a startup company must have reliable persuasive communication, because in a startup company, a secretary becomes the image of the company after the CEO. The role of a secretary in a startup company that is socializing a product in the form of an application must have quite in-depth insight into the field of technology, because in this communication, the information conveyed to both users and service providers must be conveyed well. The secretary should implement appropriate solutions to overcome obstacles in carrying out his role in socializing the Safe Jakarta application. This also needs to be implemented as well as possible so that the obstacles encountered can be resolved properly.

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